

# Google Analytics Proposal

## **Increase Revenue (KPI)**

- Number of purchases (metric)
- Average order value (metric)
- Revenue (metric)

## **Increase Customer Base (KPI)**

- Number of free trials (metric)
- Conversion rate from free trial to customer (metric)
- Cross-domain tracking
- Custom channels
- Self-referral exclusion
- UTM tagging
- Integrating offline data with Google Analytics to understand the full journey of your customer
- Integrating CRM data with Google Analytics to create Google Ads Re-Marketing Audiences
- Or, you can simply integrate Google Ads data with Google Analytics to understand what goes on beyond clicks and conversion rate
- GA Settings Variables
- Events
- Goals
- Custom Metrics & Dimensions

By having a measurement plan in place, your team, and anyone else with access to your analytic account will have some much-needed clarity on everything going on.

Work your way through the five-step methodology we've shared across this post.

- Start by setting your business objectives & KPIs
- Draft out your in-depth analytics measurement plan
- Make sure to eliminate any potentially skewed data
- Enrich your data with additional information
- Create a technical implementation plan

Pricing: Rs. 2,50,000 /- (+ Taxes as applicable)